



FOR
big
PERFORMANCE

PHILIPS
Jubilee 5
with the exclusive "invisible element"

Here's the most exciting radio of modern times... a Philips Jubilee model in 1950 is performance... as rich and clear as the music it reproduces... as intelligently varied and up-to-the-minute that it... and other radio sets... the outstanding Philips "Jubilee 5" has been built the unique "invisible element"...

FULL-STATE SPEAKER • BALANCED TUNE • ONLY ONE TUNING • MULTI-PURPOSE TUNING • DISC, SIDE AND GUARANTEED BY PHILIPS • A CAREFUL WITH PERFORMANCE AS WELL AS BEAUTY

Ask your radio retailer to refer you to the Radio Selection Service—the method that selects and demonstrates to you the radio of a set, then you can make your own decision by trying the "Jubilee 5" against any other radio set available.

Page 18

THE AMERICAN WOMAN'S WORLD — August 15, 1951

1
9
5
0

Here is a **REAL**
Tomato Sauce

Kia-Ors has that REAL TOMATO FLAVOUR. This is because it is made from genuine, juicy red tomatoes packed in their prime. Sterilized with spices and prepared under a new process unique in Australia. Kia-Ors sells everywhere in a tin... and comes in liquid Ask for it by name... "KIA-ORA".

KIA-ORA
Food Products

Look for these KIA-ORA products... KIA-ORA TOMATO SAUCE, KIA-ORA CELERY, KIA-ORA VEGETABLE, KIA-ORA ASPRAGUS, and KIA-ORA PEA soup.

KIA-ORA
MEANS
GOOD HEALTH

MADE AND GUARANTEED BY AUSTRALIA'S LEADING PURE FOOD SPECIALISTS

Page 42

The Australian Women's World — March 10, 1950



H.M.V. presents
His Master's Voice

A Fine Tonal H.M.V. Gramophone... **HIS MASTER'S VOICE**... *the world's best*

Tea was hardly worth stopping for...

till I tasted
Brisk
LIPTON'S

Why "Brisk"? ... **Lipton's** ... *the world's best*

New York inspired... **Leroy** created

Leroy
the lady's love

"Be Coquettish Tonight"

My beauty fades leave
also softer, smoother

Jane Wyman
the lady's love

H.M.V. presents nippergram

A Five Valve A.C. Dual Wave
PORTABLE RADIOGRAM
providing the finest of reproduction
from radio or records . . .
wherever there is a power point.



Ideal for classroom use.



For that quiet hour of relaxation with your favourite records.



The youngsters can really "go to town" with their very own radiogram.



49 GNS.
Includes: Nippergram, 4-valve
Radio and Gramophone

"Nippergram" solves the teenage entertainment problem—now the youngsters can enjoy their own choice of programme and dance with their friends on the verandah or at the week-end and with Nippergram's PORTABILITY it can be used in schoolroom or college common room for education or entertainment. It is in fact everybody's radiogram—at a price within reach of the most modest purse.

IT'S COMPACT — IT'S POWERFUL — IT'S PORTABLE
Ask your nearest "H.M.V." Retailer for details of his EASY WEEKLY PAYMENTS PLAN
The Gramophone Company Ltd. (Inc. in England), Hawthorn, N.S.W.



"HIS MASTER'S VOICE"
true to life Radio

The H.M.V. Mark of Quality



New York INSPIRED . . . Leroy CREATED

Eminent designers of America's centre of fashion dreamed up these ballet-inspired styles, and Leroy, Australia's leading fashion house, created them with "that lovely line" that flatters figures and turns heads . . .

- Cosmic Green is the out-of-this-world colour of the Leroy creation in crepe at left. Gathering on the bodice is formed by cording whipped over with gold thread. Sleeves have rouleau bows.
- They call it Bride's Blue crepe. Two-tone corded ribbons encircle the skirt. Half-bolero jacket has covered buttons as its trim.

Leroy
that lovely line



Tea was hardly worth stopping for . . .

till I tasted
Brisk
LIPTON'S

Why "Brisk"?

"Brisk" is the word used by tea experts to describe a rich full-bodied flavour in tea. Lipton tea is blended by highly trained experts to produce this special "Brisk" flavour. Thanks to this better blending, Lipton Tea—"Brisk" flavour—never flat—has won top honours in five world fairs and was proclaimed the world's finest at the great Tea Exposition of India and Ceylon. The traditional skill in blending, which helped Sir Thomas Lipton to become Tea Merchant by appointment to three Royal families, is applied in Australia to produce "Brisk" Lipton Tea.



"Be
Lovelier
Tonight"

"My beauty facials leave
skin softer, smoother"

says Academy Award winner

Jane Wyman
star of Warner Bros.
"Johnny Belinda"



Jane Wyman combines the talent that won her the Academy Award with one of the loveliest complexions in all Hollywood. And here is her daily Lux Toilet Soap care for you to follow. Work the creamy lather well in. Then rinse with warm water, splash with cold and pat gently to dry with a soft towel. Active lather facials with Lux Toilet Soap really make skin lovelier.

Facts about Jane Wyman:

Hair: Brown
Eyes: Brown
Complexion: Fair and beautifully lovely
Birthday: January 4
Hobbies: Ballet, Painting
Sports: Skiing, Riding
Complexion care: Pure white Lux Toilet Soap

The Bath and Complexion Care
of 9 out of every 10 Film Stars

Jane's frock is a froth of chantilly lace that sets off the flawless beauty of her skin. Follow Jane's beauty ritual—a luxurious daily beauty bath with pure white Lux Toilet Soap.



The Lux Radio Theatre — Jane Wyman Award. Listen and vote for the best performances each Sunday.



ONE DOSE...

will stop your Cough!

Buckley's

TRIPLE STRENGTH CANADIOL COUGH MIXTURE

One dose of Buckley's Canadiol works with lightning speed. From the first wheeze or sign of tightness take Buckley's—right away. Heavy congestion is loosened, breathing becomes easier—a good night's rest is assured. Buckley's stops your cough—keep it on hand always.

THE ONLY INSTANT-ACTION REMEDY FOR

- ★ **COUGHS**
- ★ **COLDS**
- ★ **BRONCHITIS**
- ★ **ASTHMA**
- ★ **'FLU**

A SINGLE SIP PROVES WHY IT'S CANADA'S LARGEST SELLING COUGH AND COLD REMEDY
FROM ALL CHEMISTS AND STORES

DISTRIBUTED BY CLINTON-WILLIAMS PTY. LTD.

2¹/₃

MOTHERS! For effectiveness, economy and pleasant taste, mix Buckley's Canadiol with equal parts of honey or syrup. Children take it readily. A few doses and the most irritating cough is soon beaten.

STYLED FOR

Autumn

65/-

MGIWW/4

ME2WW/4



IB5WW/4



IB6WW/4

46/-
Pr.

Gee Beez

The light, easy casuals, with the thick plantation Crepe rubber soles to ensure long service. "Gee Beez" put Spring in your step—you seem to be walking on air.

IB5WW/4. — Sand Suede Tie, with overhang tongue. Sizes 3 to 7's with half sizes. Price, 46/-.

IB6WW/4. — Tan Suede, with Tan calf trimming and natural piping. Thick crepe rubber soles. Sizes, 3 to 7's with half sizes. Price, 46/-.

MC3WW/4

22/6

Mail Orders SUPPLIED

MC3WW/4. — Useful Sports Blouse of Shantung Rayon, with cuff link long sleeves, rever neckline and two pockets. In Green, Red, Blue, White, Lemon. Sizes:—S.S.W., S.W., W., O.S. Price, 22/6.
Also in short sleeves 17/6.

MC4WW/4. — Fashion Skirt of good quality Tweed, with flare basque and centre pleat at front. Narrow matching belt and buckle. In tonings of Green/Brown/ Yellow; Aqua/ Brown/ White; Aqua/ Fawn/ Rust. Sizes —S.S.W., S.W., W. Price, 39/6.

£6/17/6

MGIWW/4. — The perfect Casual Suit in Grey Flannel. Obtainable in both Mid. and Light Grey. Jacket has a becoming roll lapel and button treatment on mock pockets. Skirt is slim, but with deep fold pleat on side for easy walking. For Sizes XSSW to W. Price, £6/17/6.

ME2WW/4. — Youthful Style in All Wool Frocking. High neck line with collar. Yoke effect and sleeves attractively trimmed with White braid and buttoned to waist. Flared skirt with tie belt. Shades:—Caramel, Red, Mid Blue, Navy, Brown. Sizes S.S.W., S.W., W. Price, 65/-.

GRACE BROS Pty. Ltd.
Sydney
P.O. Box 42
Broadway

39/6

MC4WW/4

Here is a **REAL**
Tomato Sauce

Kia-Ora has that REAL TOMATO FLAVOUR. That is because it is made from garden-fresh, juicy red tomatoes picked in their prime, blended with spices and prepared under a new process unique in Australia. Kia-Ora adds enjoyment to a meal . . . and costs so little! Ask for it by name . . . "KIA-ORA".



KIA-ORA

Food Products

Look for these
super-quality
KIA-ORA
products . . .



also CELERY,
VEGETABLE,
ASPARAGUS,
and PEA soups.



KIA-ORA
means
GOOD HEALTH

MADE AND GUARANTEED BY AUSTRALIA'S LEADING PURE FOOD SPECIALISTS

Here it is! LUX TOILET SOAP

in large

BATH SIZE



*"It's wonderful! I love
the big new bath size
LUX TOILET SOAP"*

SAYS

Lucille Ball

starring in
R.K.O.'s "Interference"



More luxury than ever for your bath! More economy too, with this great big money-saving tablet of Lux Toilet Soap. Lucille Ball says: "Bath Size Lux Toilet Soap makes my daily beauty bath more delightful than ever. The rich creamy lather whisks away dust and dirt, leaves skin fresh and fragrant."

Get your tablet of this large bath size Lux Toilet Soap today . . . and make every bath an all-over beauty treatment.

*The Favourite Bath Soap of 9 out of
every 10 Film Stars.*



"You're lovely"

Joan Fontaine as she co-stars with Joseph Cotton in the Paramount Hal Wallis production, "September Affair"

"I'm a Lux Girl!"
says **Joan Fontaine**



FOR ALL-OVER
LUX LOVELINESS
TRY THIS NEW
BATH SIZE

"My Lux Toilet Soap active-lather facials bring quick new loveliness", Joan Fontaine says. And tests by leading skin specialists have proved that, with pure white Lux Toilet Soap, 3 out of 4 complexions grow lovelier in a very short time. Try the famous beauty lather of pure white Lux Toilet Soap for yourself and bring out the film-star glamour in your skin.

"I love the big new Bath Size Lux Toilet Soap", says Joan. So much more beauty for your money. Buy pure white Lux Toilet Soap in the big bath size today—for an all-over film star glamour treatment every night.

9 out of every 10 Film Stars use Lux Toilet Soap - Lux Girls are lovelier.

60 seconds from now—
a radiant new
complexion with a

1-Minute Mask

Every time it's important for you to look your radiant best—"re-style" your complexion with a 1-Minute Mask of Pond's Vanishing Cream. Quick as magic you'll see your tired, dull complexion come alive... sparkle with a special loveliness! It will be clearer, softer—even lighter.

Mrs. Cornelius Vanderbilt Jr.,

beautiful member of one of America's oldest and best known families has platinum blonde hair, blue violet eyes, exquisite pink-blond skin. "A 1-Minute Mask with Pond's Vanishing Cream is the perfect complexion fix," she says. "In just one minute, the mask brightens and freshens my skin—gives it a new smoothness that takes make-up wonderfully!"



How to "re-style" your face in one minute

First — Smooth a cool, white mask of Pond's Vanishing Cream over your whole face—except eyes.
Instantly — the "keratolytic" action of Pond's Vanishing Cream starts to loosen dried skin flakes. Dissolves them off.
Then — After just one minute, rinse off clean. You're lovelier! Your complexion has a lighter, clearer white-silk look—a so much smoother feel! See what your very first 1-Minute Mask does for you.



POND'S VANISHING CREAM

It's a heavenly powder base, too!

1850-1950
CELEBRATING A HUNDRED YEARS OF PROGRESS

P.L.B.
GUARANTEED QUALITY

You'll treasure your leisure
IN A PATOLAINE COTTON FROCK WITH
THE P.L.B. SHIELD GUARANTEE OF QUALITY

Patolaine
COTTON FROCKS
WITH THE P.L.B. SHIELD GUARANTEE OF QUALITY
A GORGEOUS SELECTION ON DISPLAY
at your favourite store

DISTRIBUTED AND GUARANTEED BY PATERSON, LAING & BRUCE LTD.

~~pleasing~~
MEAL PLANNING THE EASY WAY
WITH THE

Swift

HOT PACK RANGE

There's a deliciously prepared, palatable, hot pack for every occasion... Weekend or week-day, the SWIFT HOT PACK RANGE quickly turns "meal planning" into "meal pleasing" for the whole family. Simply heat, serve, and satisfy... it's so easy—it's SWIFT!

THE Swift HOT PACK RANGE

- CORNED BEEF WITH DICED POTATOES
- BEEF AND VEGETABLES
- MEAT BALLS
- LAMB AND PEAS
- CASSEROLE STEAK
- VIENNA SAUSAGE
- IRISH STEW
- STEAK & KIDNEY PUDDING
- BRAISED STEAK WITH ONIONS

GROCER SAM SAYS—
Swift FOOD PRODUCTS ARE ALWAYS GOOD—

Swift
STEAK AND KIDNEY
PUDDING

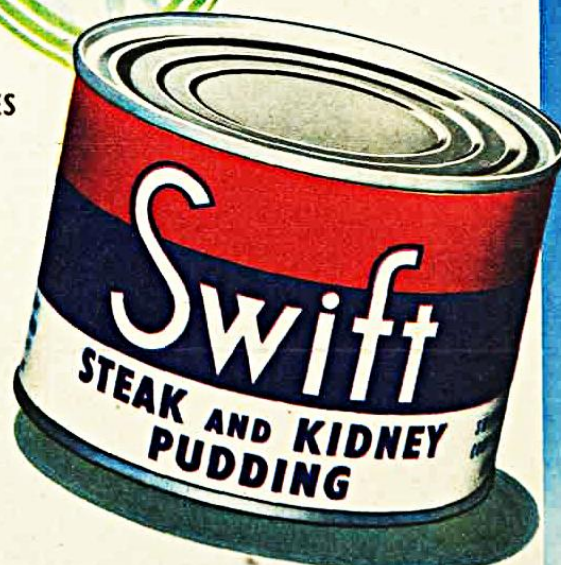
~~pleasing~~
~~MEAL PLANNING~~ THE EASY WAY

WITH THE
Swift
HOT PACK RANGE

There's a deliciously prepared, palatable, hot pack for every occasion . . . Weekend or week-day, the SWIFT HOT PACK RANGE quickly turns "meal planning" into "meal pleasing" for the whole family. Simply heat, serve, and satisfy . . . it's so easy — it's SWIFT!

THE **Swift** HOT PACK RANGE

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- BEEF AND VEGETABLES
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- VIENNA SAUSAGE
- IRISH STEW
- STEAK & KIDNEY PUDDING
- BRAISED STEAK WITH ONIONS



GROCER SAM SAYS—

Swift FOOD PRODUCTS ARE ALWAYS GOOD—





For Service . . .

"Fly TAA - the friendly way"

JUST PHONE YOUR LOCAL TAA BOOKING OFFICE FOR RESERVATIONS
There's a Departure Time to Suit You!
TAA ARE GENERAL AGENTS FOR BCPA SERVICE TO AMERICA
Use TAA's rapid delivery FREIGHT service. Freight charges may be paid by consignee at destination.

Page 14

THE AUSTRALIAN WOMEN'S WEEKLY - August 12, 1951

paul Duval
SAYS

"Lady Be Gay"

It took Paul Duval to dream up a color like this—
mysterious, challenging, keyed to gay conquest!
You're headed straight for the spotlight when you
step out with this sensational flash of color flapping
the way for you . . . a new, daring, vital pink-
cyclamen that's alert, alive, light-hearted . . .
Wear it and triumph—and—Lady, Be Gay!



BE PROVOCATIVE . . .
UNPREDICTABLE . . .
MADCAP OR MINX . . .

BUT ALWAYS, SAYS

paul Duval **"Lady Be Gay"**

A COLOR THAT'S NEW! VIVID! EXHILARATING! GLAMOROUS! . . . WEAR IT AND TRIUMPH!



Paul Duval Lipsticks with new, smooth-as-silk satin texture
that holds its glamour hour on hour. Delicately fragrant . . . 3/11
Blue Royale Propelling Lipsticks, Super-indelible . . . 7/6

Quillon Matching
Nail Polish 5/11
Paul Duval Range 3/11

P.D.A.

THE AUSTRALIAN WOMEN'S WEEKLY - April 21, 1951

PAUL DUVAL PERSONALISED COSMETICS - AT ALL CHEMISTS, EXCLUSIVE STORES

Page 11

Ask a man

... and his heart will answer!



The kiss of Cashmere Bouquet Lipstick on your lips seals
your pact with loveliness and lights approval in his eyes!

Cashmere Bouquet Lipstick is as soft and gleaming as satin . . .
as luscious as a memory! The creamy texture, the glorious,
glowing shades, keep your lips as brilliantly fresh as
a dew spangled petal. Ah, yes . . . there's no doubt it's

Cashmere Bouquet Lipstick that will give
you a young, adorable mouth. Just ask a man!



ROYAL RED - ORCHID RED - STOP PRESS - SANGAL PINK - BLUE FLAME

LIPSTICK: Large, 4/3; Small, 2/9

COMPACT ROUGE: Large, 3/4; Small, 2/11

Cashmere Bouquet
COLOURFAST LIPSTICK AND ROUGE

OTHER CASHMERE BOUQUET BEAUTY-MAKERS INCLUDE: FACE POWDER, CAKE MAKE-UP, TALCUM, COMPLEXION LOTION, POWDER BASE AND BEAUTY CREAMS

THE AUSTRALIAN WOMEN'S WEEKLY - June 2, 1951

Page 11

A New STETSON full of new ideas!



★ You'll like the new ideas in
Stetson Casual! New luxury
blends in dashing colours; new
braided matching band. Double-
edge brim, neatly turned under.
Tapered crown sloping slightly
from front to back—will mould
readily to the creasing you like
best, even to a low pork-pie.
A good-looking hat to make any
man better looking . . . try on
the Stetson Casual—you won't
want to take it off!

THE "LUXURY BLEND"

STETSON

Casual

THE STETSON IS PART OF THE MAN



60 years of
industrial progress
and scientific
development.

FOR
big
PERFORMANCE



WALNUT

IVORY



PHILIPS

Jubilee-5

with the exclusive "invisible element"

Here's the most exciting radio of modern times . . . a Philips table-model so BIG in performance . . . so rich and clear in tone, so powerful, so essentially smart and up-to-the-minute that it challenges any other radio at anywhere near its own modest price. Into the outstanding Philips "Jubilee-5" has been built the unique "invisible element" . . . the discoveries resulting from 25 years' research in 16 Philips laboratories throughout the world. Every component has been tested and re-tested. The result is BIGGER performance from a table-radio than you've ever known before.

FULL-SIZED SPEAKER • BALANCED TONE •
DYNA-POWER CIRCUIT • MULTI-PURPOSE VALVES,
designed, made and guaranteed by Philips •
A CABINET WITH PERSONALITY AS WELL AS BEAUTY

Ask your radio retailer to explain to you the Radio Selection Formula—the method that radio-men use themselves to judge the worth of a set, then you can make your own decision by trying the "Jubilee-5" against any other 5-valve radio available.



THE
ROYALTY
AMONGST
RADIO

They're out of this world!



"Heavenly Bodies" for everybody

Cole
OF CALIFORNIA

Only a genuine
COLE OF CALIFORNIA
garment is engineered to give you that
perfect COLE fit! Look for the identifying label!

★ As exciting as an atomic explosion . . . as new as tomorrow's dawn! That's the story of the new, star-studded range of COLE OF CALIFORNIA swimsuits and sunfrocks that has just burst on the fashion horizon! Featuring some of the most heavenly ideas you've ever seen, they mould your figure with Marletex magic . . . give you the graceful lines of a Greek goddess . . . add curves that are "out of this world"! All in a range of colours and fabrics so new that they belong to the future! See them now . . . at your favourite store or frock salon!

Extreme left: JUPITER . . . Cole of California's magical Marletexing gives this stunning swimsuit flattering fit and strapless security. Bra-cuff projects over swathed bosom to form "Celestial Bra."

Centre: Style 19 . . . Presented in vivid Briar Rose print and featuring Cole's glamorous sarong drape and new sleeve stole! Diagonal tapering cuff on bodice cunningly exposes sewn-in Bra.

Extreme right: APOLLO . . . Another dazzling creation that introduces Cole of California's exciting new "Stratospheric Bra," combined dramatically with contrasting panels to whittle away the inches.

CALIFORNIA PRODUCTIONS LIMITED